

explicitly target their audience. A special icon displayed on a computer screen may represent compensation and allow users to choose whether they will view an ad and receive associated compensation. Targeting users may be provided by reference to a data base of digitally stored demographic profiles of potential users. Information can be routed to users based on demographics. Goldhaber does not teach, nor suggest, transmitting a preliminary order for crediting accounts associated with the intended recipients, as required by the claimed invention.

The Examiner relies on Goldhaber, Fig. 2 and the related text as disclosing “transmitting through the computer or cellular network a preliminary order for crediting accounts associated with the intended recipients.” (Detailed Action, page 4.) Applicant submits that Fig. 2 and the related text, (*see* col. 10, lines 8-38), discloses that a consumer requests information, the consumer is asked to compensate the provider for the information, the consumer pays for the information, and the provider provides the information. This section of Goldhaber has nothing to do with transmitting a preliminary order for crediting accounts, as required by the claimed invention.

Moreover, this portion of Goldhaber does not teach the “preliminary” feature as inaccurately interpreted by the Examiner. As discussed above, the Examiner wrongly interprets this feature as “a maximum amount or a fixed amount that a provider is willing to compensate those customers that access the information.” In Goldhaber the consumer is compensating the provider of information; the provider is not compensating the customer.

Further, the Examiner contends that the Applicant has relied on features not present in the claims. (*See*, Detailed Action, page 9.) However, in the previous Response, Applicant merely asserted that one of the advantages of the “preliminary” feature is that by transmitting a preliminary crediting order before transmitting the information or service to the subscriber terminals, there is a reduction in the service provider's chance for cheating. This assertion of advantage should not distract the Examiner from the fact that the “preliminary” feature recited in the claims is distinguishable over the Goldhaber reference itself.

Withdrawal and reconsideration of the rejection is requested.

CONCLUSION

Each and every point raised in the Final Office Action mailed December 15, 2005 has been addressed on the basis of the above amendments and remarks. In view of the foregoing it is believed that claims 1-13 are in condition for allowance and it is respectfully requested that the application be reconsidered and that all pending claims be allowed and the case passed to issue.

If there are any other issues remaining which the Examiner believes could be resolved through a Supplemental Response or an Examiner's Amendment, the Examiner is respectfully requested to contact the undersigned at the telephone number indicated below.

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Respectfully submitted,

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